BTEC Assignment Brief

Qualification	Pearson BTEC International Level 3 Certificate in Information Technology Pearson BTEC International Level 3 Subsidiary Diploma in Information Technology Pearson BTEC International Level 3 Foundation Diploma in Information Technology Pearson BTEC International Level 3 Diploma in Information Technology Pearson BTEC Level 3 National Extended Diploma in Information Technology
Unit number and title	**Unit 17: Digital Animation and Effects**
Learning aim(s) (For NQF only)	**B:** Design a digital animation and effects product to meet a client brief **C:** Develop a digital animation and effects product to meet a client brief
Assignment title	Design and develop a digital animation and effects product
Assessor	
Issue date	
Hand in deadline	

Vocational Scenario or Context	You have recently taken a job as a junior animator at a small digital media studio and have been asked to develop an animation for a client. The client is a charity which encourages children to take up cycling. The animation needs to encourage children to wear a cycling helmet when riding and will be put on the charities web site. It should appeal to children in the 7-9 age groups and be colourful and engaging with accompanying music and sound effects. It should warn of the dangers of not wearing a helmet but should not be unduly negative or frightening. It should be around 4 minutes long.

Task 1	You need to: • Create a design for the animation and effects product using appropriate tools and techniques including a project brief that clearly outlines the purpose of the digital animation and effects product and will consider legal and ethical requirements related to sourcing and producing digital content and assets including o copyright o release forms o ethical issues, e.g. confidentiality o representation, e.g. race, gender, religion, sexuality

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	o decency o libel o intellectual property rights. • You also need to consider the appropriateness of different possible tools and techniques and the impact these would have on meeting the client brief. • Review your design with others and annotate the original design, or produce a new design, showing where their feedback has been used to improve the design. • Provide a justification of the design decisions you have made showing how they will result in an effective solution • Develop the animation and effects using original and ready-made assets and a wide range of tools and techniques to effectively meet the client requirements. Where ready-made assets are used you must identify the source and demonstrate an understanding of the implications of relevant legal and ethical requirements in your selection and use of particular content. • Optimise your animation and effects product considering accuracy, usability, compatibility and stability of the products. • Test your animation and effects product against the client requirements • Write an evaluation of the design and development of the optimised product using feedback and comparison against the client's requirements, to justify their design solutions in comparison to alternative approaches. You should evaluate the effectiveness of the animation and effects techniques chosen as part of your design and used in the development process, providing reasoned justifications for your choices and evaluating their impact on the final outcomes. The evidence you present should be easy to read and understand by a third party. It will be logically structured, use appropriate technical language throughout and use a high standard of written English. You also need to present evidence that you have shown individual responsibility, effective time-management in your design and development of the animation and effects product making high-quality justified recommendations and decisions. This should include a task plan for completing the assignment and a witness testimony from your tutor. For example, you need to show how you have: • Planned and managed your time and met targets. • Reviewed and responded to outcomes including the use of feedback from others • Behaved appropriately while completing the assignment – including professionalism, etiquette, being supportive of others, timely and appropriate

	leadership, accountability and individual responsibility • Evaluated outcomes to help inform high-quality justified recommendations and decisions • Used appropriate methods of communication effectively
Checklist of evidence required	• Design documentation • Evidence of feedback collected • Annotations to the design relating to feedback collected • Justification of design decisions • Completed original animation and effects product with ready-made assets source list • Evidence of optimisations made to the original product • Evidence of testing the product • Evaluation of the design and development of the product • Evidence of individual responsibility, effective time-management

Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria you must show that you are able to:
BC.D2	Evaluate the digital animation and effects product design and optimised solution against the client's brief.
BC.D3	Demonstrate individual responsibility, creativity and effective self-management in the design, development and review of a digital animation and effects product.
B.M2	Justify the digital animation and effects product design decisions, showing how they will provide an effective solution to meet the client brief.
C.M3	Optimise the animation and effects product, to effectively meet the client brief.
B.P3	Produce designs for a digital animation and effects product to meet a client's brief.
B.P4	Review the design for a digital animation and effects product with others to identify and inform refinements.
C.P5	Create a digital animation and effects product to meet a client brief.
C.P6	Test the digital animation and effects product against the client brief.
C.P7	Review the extent to which the final digital animation and effects product meets the client brief.

Sources of information to support you with this Assignment	Wyatt, A. The Complete Digital Animation Course. Barron's Educational Series 2010. 978-0764144240 Wyatt, A. The Complete Digital Animation Course. Barron's Educational Series 2010. 978-0764144240 Williams, R. E. The Animator's Survival Kit. Faber & Faber 2009. 978-0571238347 Parent, R. Computer Animation: Algorithms and Techniques.

	Morgan Kaufmann, 2012. 978-0124158429 Blazer, L. Animated Storytelling: Simple Steps for Creating Animation and Motion Graphics. Peachpit Press 2015. 978-0134133652
Other assessment materials attached to this Assignment Brief	*e.g., work sheets, risk assessments, case study*